February 23, 1941

Mr. Louis M. Bloch
507 5th Avenue
New York, N. Y.

Dear Lou:

As was shown in our statements to you on the Beech-Nut Packing Co. spots, the first weeks series did not go out. This occured because of a certain amount of technical difficulty, which has since been overcome, and a misunderstanding between the Business and Program departments. However, since then, the weekly series has been broadcast and from the few reports we have, the campaign is being recieved very favorably by the undergraduate body.

Very truly yours,

Addison R. Taylor
Sales Director-